Attorney Docket No. 291508005US1

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Dated: October 11, 2005   Signature: _____

Sandy Reisman

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: STEVE BECK *ET AL.*	EXAMINER: J. D. CARLSON
APPLICATION NO.: 09/721,441	ART UNIT: 3622
FILED: NOVEMBER 22, 2000	CONF. NO: 2327
FOR: **DYNAMICALLY TARGETING ONLINE ADVERTISING MESSAGES TO USERS**	

Reply Brief

Mail Stop Appeal Brief-Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

APPELLANTS' REPLY BRIEF UNDER 37 C.F.R. § 41.41

Sir:

This reply brief is in response to the Examiner's Answer dated August 11, 2005.

I.   REPLY TO ANSWER

A.   Reply to Examiner's answer concerning claim 15 and 30

On page 10 of the Examiner's Answer, the Examiner states the following:

> Applicant argues that none teach a first satisfied condition. The conditions are applied sequentially and any TRUE condition would trigger a random subgroup ad; this would occur for the first TRUE condition.

Appellants respectfully disagree. Claim 15 recites "a treatment subgroup" that indicates "which of a plurality of advertising treatments will be applied when the condition is the first condition in the sequence of conditions to be satisfied." Similarly, claim 30 recites